

Amendments to the Specification:

TITLE:

Please replace the title with the following amended title:

METHOD FOR TARGETING PRODUCTS AND SERVICES TO CONSUMERS~~INFLUENCING~~
~~MARKET DECISIONS OF PEOPLE~~

Please add the following new heading at page 3, line 20:

BRIEF DESCRIPTION OF THE DRAWINGS

Please add the following new paragraph at page 3, line 20, following the newly added heading:

FIG. 1 is a flow chart of an exemplary method in accordance with an aspect of the present invention.

Please replace the paragraph at page 3, line 26, with the following rewritten paragraph:

The present invention refers to a computer method for influencing people's decisions in the market, the method, which is depicted in FIG. 1, comprising the steps of:

- (Step 1) creating an universe of N attributes $V_i = [v_1, v_2, \dots, v_N]$, characteristics or values to be shown or exposed to a person j,
- (Step 2) showing the attributes v_i to the person j and calculating the importance, weight or sensibility that each of the attributes v_i has on the person j for affecting in future decisions in the market to be taken by that person j, and expressing the corresponding results of the calculation as $W_{ij} = [w_{1j}, w_{2j}, \dots, w_{Nj}]$, and
- (Step 3) creating a database $A = [a_{ij}]$ including, for every person, the universe of attributes V_i ordered by their weight W_{ij} ,
- (Step 4) creating a database $P = [p_{ij}]$ including, for every person, the universe of attributes V_i ordered by a corresponding objective interest level $Z_i = [z_1, z_2, \dots, z_N]$.